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MEMORANDUM NO. 261

Series of 2019



T O: Ms. Adelina O. Carreno - Coordinator
Ms. Ma. Fe Suabaguio - Representative from PhilRootcrops
Ms. Edralyn M. Malasaga - Representative from NCRC
Ms. Joan Managbanag - Representative from NARC
Ms. Elmira Y. Bañoc - ViCAARP Representative
Mr. Stephen James M. Chavez - ViCAARP Representative
Representative from DFST
Representative from DOH
Mr. Ulderico B. Alviola - Web Team/Information Office
Mr. Jed Asaph D. Cortes - Web Team/Information Office
Ms. Shirley T. Nayre - Extension Office Staff
Ms. Fatima B. Estrosas - Extension Office Staff
Ms. Gemmarie R. Asauro - Extension Office Staff

R E: VSU Exhibit Team

With Ms. Adelina O. Carreno as Coordinator, you are hereby directed to compose the VSU Exhibit Team effective immediately unless revoked or terminated. You are expected to do the following:

1. Secure trade show venue
2. Arrange accommodation for the exhibit team
3. Procure display tracks and receptacles needed for the exhibits
4. Set up a system in managing the registration process
5. Set up and maintain the booth
6. Gather all exhibit materials and prepare a list for easy inventory
7. Determine arrangements of exhibits and displays
8. Produce tarpaulins and audio visual materials for the exhibits
9. Procure VSU merchandise materials to be sold during the exhibits
10. Handle the marketing and promotion of the VSU products and generated ideas
11. Oversee budget and finances and submit report
12. Evaluate the event after its completion

In addition to your duties and responsibilities, you are also expected to observe Etiquette Rules in all exhibitions to be participated in (see attached).

Please be guided accordingly.

EDGARDO E. TULIN

President

Etiquette Rules During Exhibitions

A. Greetings and Open Body Language

Attendees are looking at the exhibit staff for a reason to spend time at our booth. After being initially drawn in by the booth or brand itself, our staff is the reason they will stay or go. The following body language tips will help convey a professional and approachable demeanor:

- Stand up and greet attendees in front of the booth
- If seats are needed, use tall stools that create contact at standing eye level
- Smile and make eye contact with attendees from all directions
- Speak with trade show attendees, not colleagues
- Sit down only if you are with a client who also wants to sit
- Do not cross arms or legs, keep hands out of pockets
- Avoid fidgeting and leaning against booth and near your space
- Do not enter the space of another exhibitor
- Be enthusiastic, confident and polite
- Thank attendees for spending time at your booth when they arrive and leave.

Though simple, these basic body language tips offer an approachable and professional atmosphere that will encourage prospects to visit – and stay in – your booth.

B. Staff Roles and Sales Script

Trade show booth staff assigned in a specific area of the exhibit to cover should have the expertise to convey important VSU information to attendees. Follow the university customized greeting and sales script for a consistent, polished, and effective message to attendees.

Beyond the script, our University representatives in a trade show booth should be prepared to answer basic questions or know where to obtain more information. The booth should also always be managed by at least one person who has that expertise and/or authority, and that person should be accessible to supporting staff and attendees at all times.

C. Attendee Engagement

People attend trade shows for a reason, so it is important for booth staff to quickly introduce themselves and ask attendees questions quickly to find out if they can help them in any way. This is where a greeting or introduction script can come in handy, but such a script is only effective if booth staff use it to engage attendees.

Most of the people attending a trade show have some relevant reason to learn more about our products and services, so make sure that we can offer them a brief overview from the script and has the skills to continue the conversation and engaging the prospect from there. Our exhibit staff should be prepared to ask open-ended questions to build rapport with attendees and determine needs.

D. No Staff Food or Beverages

This etiquette rule should simple be a part of greetings and body language, but unfortunately, because of its abundance at trade shows, it deserves its own category. One

of the most common trade show booth etiquette violations occurs when food and drink are kept in the booth for the staff's personal consumption. Trade show days are long; certainly, our staff should have access to snacks and water. But those snacks and drinks should not be consumed in the booth or left visible to trade show attendees.

It is easy to spot napkins, wrappers, plastic bottles and other items that are not part of the booth. It may sound elementary, but reminding our staff to avoid eating, drinking, and chewing gum within the booth can be the difference between looking professional or appearing like slobs. To avoid this, we will issue our staff with refillable water bottles, which can be a great option for ensuring well-hydrated and professional looking staff.

E. Provide Adequate Staffing

Trade show staff is usually responsible for booth set-up or at least putting the final touches on a larger, constructed booth, and should arrive early enough to make sure that all materials are properly displayed and ready for show attendees as soon as the exhibits open. We should staff our booth adequately to permit attendees easy access to us and to consider needs for lunch and/or other breaks without overwhelming the booth space.

It is also extremely important to highlight the show hours and to make sure that the university representation remains in the booth through the completion of the schedules hours. It is amazing the number of booths where staff will disappear 15, 30, even 45 minutes before the end of a show missing the opportunity to interact with prospects and giving off an unprofessional image.

F. Adherence to Staff Dress Code

Attire is something that differs from organization to organization. Our exhibit staff is required to wear polo shirts with the university logo as uniform and an overcoat, if needed. (Note: Three exhibit uniforms will be purchased for this purpose to cover the whole duration of exhibits which usually lasts for three days. In case the exhibit will exceed three days, the team will decide what to wear on the succeeding days).

Professional and uniform attire helps to reinforce trade show booth themes, and should also be perceived as respectful to the organizers and attendees of the show itself. The dress code should also easily distinguish booth staff from attendees and include name tags.

G. Booth Set-up and Maintenance

Event managers typically direct trade show booth staff to store the unattractive boxes and supplies in hidden spots such as behind a trade show wall, under a fully skirted table, or in a location outside the exhibit area where additional supplies are stored.

It is important that the booth space appears well maintained at all times (including the floor) and trash should not be anywhere within view. Trade show etiquette calls for booth staff to be mindful of this rule through the entire day.